

**DYNAMIC PROBING AND REPORTING OF BIT RATE INFORMATION****Abstract of the Invention**

A method and apparatus are provided for measuring a bit rate between a client and a server. In an embodiment of the invention, a number of bits included only within one or more transaction units are measured over a time period. The time period is a sum of time durations of each of the transaction units. In an embodiment of the invention, bit rate measurements are performed on a server and in another embodiment of the invention bit rate measurements are performed on a client. Embodiments of the invention include adapting, by the server, of content to be sent to the client based on the bit rate measurements. Embodiments of the invention further include reporting the measured bit rate to the server when the bit rate measurements are performed on the client. Other aspects of the invention include sending an indication of the measured bit rate and a desired bit rate to the server when bit rate measurements are performed in the client.